

1995 DAVE'S TEST MARKET PRODUCTION BUDGET  
8/11/95

MEDIA TYPE	OPEN ESTIMATES	ACTUALS	BILLED
PRINT	\$614,174	\$276,078	\$34,243
OUTDOOR	\$449,118	\$202,569	\$5,074
PROMOTION/POINT-OF-SALE	\$195,689	\$121,319	\$5,916
DIRECT	\$325,847	\$73,521	\$0
OTHER MISCELLANEOUS	\$213,476	\$171,817	\$2,043
TOTAL:	\$1,798,304	\$845,304	\$47,276

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
PRINT MAGAZINES (DENVER)					
<u>January</u>					
Denver Westword Hammer Resize	M4456	Approved	\$6,996	\$6,121	\$1,970
<u>February</u>					
USA Weekend Intro Dave's Orig. Blend	M4596	Approved	\$9,120	\$5,012	\$302
<u>March</u>					
Jingle Parade Resize	M4595	Approved	\$7,628	\$5,015	\$371
Denver Westword C-Clamp	M4488	Approved	\$6,321	\$6,362	\$0
<u>April</u>					
Channel Lock TV Gd Sz	M4470	Approved	\$6,586	\$5,086	\$1,513
Jingle Revise Time Sz	M4534	Approved	\$12,444	\$11,974	\$2,893
Jingle Roll'g Stone Sz RWS	M4540	Approved	\$3,664	\$2,239	\$1,609
Jingle Parade RWS	M4592	Approved	\$3,084	\$2,668	\$0
Denver Westword Jingle RWS	M4486	Approved	\$10,921	\$6,714	\$0
<u>June</u>					
Easy Chair Denver Time Size	M4654	Approved	\$18,846	\$19,297	\$0
Easy Chair Denver Tv Guide Size	M4720	Approved	\$6,057	\$4,060	\$0
Easy Chair Denver Life Size	M4721	Approved	\$6,683	\$4,020	\$0
Easy Chair Denver Rolling Stone Size	M4718	Approved	\$8,082	\$4,883	\$0
Sprinkler System Time Size	M4655	Approved	\$19,346	\$13,785	\$75
Sprinkler System Denver Westword	M4719	Approved	\$9,448	\$5,158	\$0
Sprinkler System Life Sz	M4741	Approved	\$7,449	\$4,082	\$0
Sprinkler System Tv Gd Sz	M4745	Approved	\$6,463	\$2,875	\$0

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SCHEDULED PROJECTS	AD NUMBER	STATUS	ESTIMATES	ACTUALS	BILLED
PRINT MAGAZINES (DENVER/SEATTLE)					
August					
Sprinkler System Rolling Stone Size	M4832	Approved	\$7,532	\$3,928	\$0
Sprinkler System Time Size	M4834	Approved	\$12,699	\$10,258	\$0
Sprinkler System TV Gd RWS	M4838	Approved	\$2,972	\$1,659	\$0
Sprinkler System Life RWS	M4836	Approved	\$3,030	\$1,395	\$0
Easy Chair Time Revise	M4833	Approved	\$10,184	\$6,326	\$0
Easy Chair Life RWS	M4835	Approved	\$2,872	\$1,495	\$0
Easy Chair TV Guide RWS	M4837	Approved	\$3,030	\$1,417	\$0
Easy Chair Westword Sz	M5142	Estimated	\$7,470		
October					
Fat Leaves Monkey Wrench Tm Sz	M4971	Approved	\$15,047	\$3,628	\$0
Fat Leaves Monkey Wrench Life Sz	M5033	Approved	\$5,186	\$688	\$0
Hand Picked Banjo Tm Sz	M4972	Approved	\$18,165	\$4,851	\$0
Hand Picked Banjo Westword Sz	M5028	Approved	\$6,199	\$0	\$0
Hand Picked Banjo RS Sz	M5034	Approved	\$6,452	\$599	\$0
Hand Picked BanjoTV Guide Sz	M5029	Approved	\$4,816	\$534	\$0
Holiday/Truck Tm Sz	M5189	Estimated	\$14,731		
C-Clamp II Tm Sz	M5198	Estimated	\$11,599		
TOTAL:			\$281,122	\$146,129	\$8,733

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PRINT MAGAZINES (SEATTLE)					
<u>March</u>					
USA Weekend Ridin' Resize	M4594	Approved	\$6,396	\$4,143	\$257
<u>April</u>					
Ridin' Roll'g Stone Sz	M4455	Approved	\$11,706	\$9,939	\$2,811
Ridin' Life Sz	M4471	Approved	\$6,646	\$4,940	\$1,099
C-Clamp Roll'g Stone RWS	M4535	Approved	\$3,495	\$1,826	\$1,703
C-Clamp Time Sz RWS	M4536	Approved	\$11,702	\$7,142	\$4,033
Ridin' Time Sz RWS	M4537	Approved	\$7,416	\$6,048	\$3,768
Ridin' TV Gd Sz RWS	M4538	Approved	\$2,998	\$1,425	\$0
C-Clamp TV Gd RWS	M4539	Approved	\$2,899	\$1,397	\$1,034
Seattle Weekly C-Clamp Jan. 6, 1995	M4485	Approved	\$7,519	\$1,843	\$0
<u>May</u>					
Anvil RWS Seattle	M4620	Approved	\$11,951	\$6,524	\$0
Anvil TV Gd Sz RWS	M4742	Approved	\$3,088	\$1,145	\$0
Jingle Life RWS	M4743	Approved	\$3,088	\$1,143	\$0
<u>June</u>					
Channel Lock TV Gd RWS	M4744	Approved	\$3,086	\$1,621	\$0
TOTAL:			\$81,990	\$49,136	\$14,705

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
<b>PRINT (PORTLAND)</b>					
<u>September</u>					
Cheap Smokes RS Sz	M5135	Estimated	\$2,384		
Cheap Smokes TV Gd Sz	M5136	Estimated	\$2,374		
Cheap Smokes TM Sz	M5137	Estimated	\$4,525		
Cheap Smokes Parade Sz	M5246	Estimated	\$2,384		
<u>October</u>					
Legend/Guarantee RS Sz	M5131	Estimated	\$10,141		
Legend/Guarantee Tm Sz	M5132	Estimated	\$55,102		
Legend/Guarantee Lf Sz	M5133	Estimated	\$13,131		
<u>November</u>					
IDOB Tm Sz	M5241	Estimated	\$5,410		
IDOB TV Gd Sz	M5242	Estimated	\$2,399		
IDOB Parade Sz	M5258	Estimated	\$2,599		
Hammer RS Sz	N5243	Estimated	\$2,560		
Hammer Tm Sz	M5245	Estimated	\$5,610		
TOTAL:			\$108,619	\$0	\$0

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
PRINT NEWSPAPERS/FSIs (DENVER)					
<u>February</u>					
Coupon 2 C-Clamp (10.8125x7)	N4476	Approved	\$3,510	\$2,782	\$0
Coupon 2 C-Clamp (13x10)	N4474	Approved	\$8,533	\$7,143	\$690
Coupon 2 C-Clamp (16.375x11.125)	N4475	Approved	\$3,880	\$3,117	\$0
<u>April</u>					
1/2 page FSI Different Smokes	Y4627	Approved	\$8,819	\$5,118	\$0
<u>June</u>					
Found Money 1/2pg FSI	Y4840	Approved	\$9,639	\$3,801	\$0
TOTAL:			\$34,381	\$21,961	\$690

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PRINT NEWSPAPERS/FSIs <b>(SEATTLE)</b>					
<u>January</u>					
Seattle PRE INTRO ROP	N4427	Approved	\$5,375	\$1,441	\$1,436
Seattle ROP Week 2	N4435	Approved	\$5,321	\$1,063	\$1,063
Seattle ROP Week 3	N4436	Approved	\$5,321	\$1,323	\$1,323
<u>February</u>					
Seattle ROP Coupon	N4473	Approved	\$5,316	\$3,274	\$0
2 sided FSI Seattle	Y4446	Approved	\$34,973	\$6,293	\$6,293
<u>April</u>					
ROP Coupon 2 C-Clamp Seattle	N4472	Approved	\$4,504	\$4,849	\$0
USA Weekend C-Clamp Coupon	M4732	Approved	\$8,655	\$6,792	\$0
2 Sided FSI (C-Clamp/Easy Chair)	Y4759	Approved	\$33,610	\$31,532	\$0
<u>June</u>					
Different Smokes 1/2pg FSI	Y4839	Approved	\$2,440	\$2,285	\$0
TOTAL:			\$105,515	\$58,852	\$10,115

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
PRINT NEWSPAPERS/FSIs (PORTLAND)					
<u>October</u> IDOB FSI COUPON	Y5247	ESTIMATED	\$2,547		
TOTAL:			\$2,547	\$0	\$0



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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
OUT-OF-HOME (DENVER)					
<u>March</u>					
Dave's Here C-Store Sign	H4478	Approved	\$12,524	\$13,646	\$0
<u>April</u>					
Sprinkler 30 Sheet	B4558	Approved	\$26,698	\$29,113	\$4,826
Since 1994 30 Sheet	B4559	Approved	\$17,449	\$16,882	\$248
Since 1994 14x48	B4729	Approved	\$23,539	\$19,829	\$0
<u>June</u>					
Good Dave's Ahead 30 Sheet	B4771	Approved	\$23,127	\$7,494	\$0
Good Dave's Ahead 14x48	B4773	Approved	\$23,363	\$13,801	\$0
Hammer Revise 30 Sheet	B4885	Approved	\$13,045	\$12,954	\$0
<u>July</u>					
C-Clamp/Pueblo Wall	B5120	Estimated	\$3,223		
TOTAL:			\$142,968	\$113,719	\$5,074

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OUT-OF-HOME (SEATTLE)					
<u>January</u>					
Cheap Smokes C-Store Sign	H4394	Approved	\$16,542	\$12,524	\$0
<u>February</u>					
Hammer C-Store Seattle	H4661	Approved	\$5,718	\$5,412	\$0
<u>April</u>					
Hanging Leaves 12x24	B4672	Approved	\$5,143	\$2,976	\$0
Hanging Leaves 30 Sheet RWS	B4675	Approved	\$19,193	\$11,047	\$0
Channel Lock 14x48 RWS	B4682	Approved	\$20,616	\$15,904	\$0
Channel Lock 30 Sheet RWS	B4674	Approved	\$19,193	\$11,017	\$0
<u>June</u>					
C-Clamp C-Store Sign	H4906	Approved	\$14,235	\$94	\$0
Since 1994 Reprint	B4959	Approved	\$11,708	\$10,569	\$0
Since 1994 Painted Wall	B4711	Approved	\$3,693	\$1,843	\$0
Monkey Wrench Painted Wall	B5000	Approved	\$3,077	\$2,767	\$0
Good With Coffee Painted Wall	B5002	Approved	\$2,707	\$2,953	\$0
<u>July</u>					
Good Dave's Ahead 14x48 RWS	B4966	Approved	\$14,268	\$0	\$0
Good Dave's Ahead 12x24	B4954	Approved	\$6,193	\$1,885	\$0
TOTAL:			\$142,286	\$78,991	\$0

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
OUT-OF-HOME <b>(DENVER &amp; SEATTLE)</b>					
<u>August</u>					
C-Clamp 14x48	B4955	Approved	\$23,739	\$102	\$0
C-Clamp 12x24	B4956	Approved	\$6,048	\$2,046	\$0
C-Clamp 30 Sheet	B4957	Approved	\$21,809	\$4,494	\$0
Dave's Land 30 Sheet	B4958	Approved	\$24,909	\$3,217	\$0
<b>Monkey Wrench C-Store</b>	<b>H5122</b>	<b>Estimated</b>	<b>\$13,390</b>		
 <u>October</u>					
<b>Monkey Wrench 30 Sheet</b>	<b>B5195</b>	<b>Estimated</b>	<b>\$20,242</b>		
<b>20 Signed Originals 30 Sheet</b>	<b>B5196</b>	<b>Estimated</b>	<b>\$19,051</b>		
TOTAL:			\$129,188	\$9,859	\$0

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
OUT-OF-HOME (PORTLAND) September					
Almost Available 30 Sheet	B5118	Estimated	\$18,486		
Almost Available 14x48	B5119	Estimated	\$16,190		
TOTAL:			\$34,676	\$0	\$0

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
<u>PROMOTION/POINT-OF-SALE</u>					
Dave's Follow Up Van Kit	P31278	Approved	\$43,355	\$39,739	\$0
Lighter Promotion Kit	P31109	Approved	\$20,745	\$20,011	\$5,916
Outsert/Tale	P31270	Approved	\$5,464	\$2,667	\$0
Outsert/Raves	P31171	Approved	\$5,385	\$2,979	\$0
Bottle Opener Kit	P31422	Approved	\$49,300	\$51,856	\$0
Static Cling Window Display	H5083	Approved	\$1,094	\$16	\$0
Portland Intro POS	P31841	Approved	\$38,694	\$4,051	\$0
<b>Tape Measure Promotion</b>	<b>P31795</b>	<b>Estimated</b>	<b>\$31,652</b>	<b>\$0</b>	<b>\$0</b>
TOTAL:			\$195,689	\$121,319	\$5,916

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
<u>DIRECT</u>					
Chapman Denver Box Stickers	O31368	Approved	\$6,549	\$0	\$0
Chapman Seattle Coupon Change	O31371	Approved	\$16,299	\$12,990	\$0
Denver/Seattle Mailing II -Chapman	O31427	Approved	\$89,993	\$54,719	\$0
Chapman Envelope Letterhead	O31504	Approved	\$10,012	\$5,812	\$0
<b>Chapman Denver/Seattle Mailing III</b>	<b>O31505</b>	<b>Revised</b>	<b>\$85,722</b>	<b>\$0</b>	<b>\$0</b>
<b>Chapman Portland Mailing I</b>	<b>O32085</b>	<b>Estimated</b>	<b>\$83,522</b>	<b>\$0</b>	<b>\$0</b>
<b>Chapman Outsert Responder Rprint I</b>	<b>O32086</b>	<b>Estimated</b>	<b>\$33,750</b>	<b>\$0</b>	<b>\$0</b>
TOTAL:			\$325,847	\$73,521	\$0

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SCHEDULED PROJECTS	AD NUMBER	STATUS	OPEN ESTIMATES	ACTUALS	BILLED
<u>OTHER-MISCELLANEOUS</u>					
Beran Meeting 1/16	C31194	Approved	\$2,813	\$2,813	\$0
1st Quarter Illustrations	C31110	Approved	\$38,330	\$24,203	\$0
Creative Rotation Charts	C31305	Approved	\$5,694	\$5,678	\$0
<b>Creative Review 2/3</b>	<b>C31362</b>	<b>Revised</b>	<b>\$10,301</b>	<b>\$4,783</b>	<b>\$0</b>
3D Pack Generation	O31440	Approved	\$28,348	\$28,347	\$0
March Creative Review	C31390	Approved	\$22,716	\$21,858	\$0
March Background Exploratory	C31476	Approved	\$6,163	\$5,750	\$0
Seattle Focus Group Creative	C31477	Approved	\$21,985	\$21,467	\$0
Seattle Focus Group Travel (2 emp)	O31478	Approved	\$4,200	\$5,377	\$0
Legal Materials	O31261	Approved	\$3,889	\$4,200	\$2,043
2nd Quarter Illustrations	C31606	Approved	\$40,672	\$39,144	\$0
Typeface Completion	O31750	Approved	\$4,313	\$1,380	\$0
Focus Group Travel/Pheonix	O31763	Approved	\$2,575	\$2,425	\$0
Focus Group Materials/Phoenix	O31769	Approved	\$2,573	\$723	\$0
2nd Quarter operating #	O31775	Approved	\$1,623	\$397	\$0
Denver Focus Group Travel	O31809	Approved	\$3,600	\$896	\$0
Denver Focus Group Materials	O31808	Approved	\$8,768	\$2,376	\$0
95 Re-Edit of Sales Video	T31931	Approved	\$4,913	\$0	\$0
TOTAL:			\$213,476	\$171,817	\$2,043